



CITY OF FITCHBURG

2012 GTLC Annual Report

for Fitchburg's participation in the Sustainability Component
of the Green Tier Legacy Communities Charter

SUSTAINABILITY MISSION STATEMENT:

Fitchburg doesn't currently have a formal mission statement related to sustainability, but hopes to review samples from other Wisconsin communities and consider formalizing one in 2013.

Fitchburg became part of the Green Tier Legacy Communities Charter (Sustainability Component) in December 2010, under which the City agreed to carry out sustainability initiatives in five categories: Transportation, Land Use, Energy, Water and Waste. The following events and projects were conducted during 2012:

TRANSPORTATION

- **Bike-to-Work Commuter Challenge vs. Sun Prairie** - 26 Fitchburg staff and elected officials participated totaling 12,748 miles of bicycling and walking instead of driving to work.
- **Received the Bronze level [Bicycle Friendly Community Award](#)** from the League of American Bicyclists.
- **Fitchburg Bike Rodeo Event** – Held May 12 to teach kids/parents safe bicycle riding skills.
- **Transit Stop Improvements** - 10 concrete boarding pads were created on heavily used transit stops, which are ADA accessible. A Bus Rapid Transit study is also in the process of completion and will determine the advantages of bus rapid transit along Fish Hatchery Rd.
- **Voluntary Idling Reduction Campaign kicked off in the fall.**
- **Dawley Conservancy [Bike Shelter](#)** – A new bike shelter was designed which will offer compressed air, repair station and simple tools for bicyclists using the adjacent Capital City Trail and proposed Dunn's Marsh MTB trails.
- **Completed Nine Springs/Uptown SmartCode Development** including cycle tracks and sidewalks on both sides of the street, allowing enhanced thoroughfares, parking and facilities.
- **Completed [City in Motion](#) - [Forward Fitchburg](#)'s Place-Based Economic Development Vision and Strategy** – including a theme of Fitchburg's bikeability and large greenways.

LAND USE

- **Completed Nine Springs/Uptown SmartCode Development** based on core principles of [Smart Growth and on long-term economic, environmental and social sustainability](#)
- **Urban Tree Canopy Analysis** performed to determine public value of trees
- **Arbor Day and ABA Dane County Legal Community [Tree Planting Day events](#)** – Coordinated volunteer planting of ~400 trees in local parks and open spaces.
- **Created a [Tree Advisory Committee](#)** to advise the Park Commission and City staff on urban forestry issues and initiatives.
- **Capital equipment purchased** for proactive response to [Emerald Ash Borer disease](#).

ENERGY

- **Fitchburg Public Library earned LEED Gold Certification**
- **Two Electric Vehicle Charging Stations installed** – near the Community Center and Library
- **LED Lighting** installed at City Hall
- **Express Energy Efficiency Program implemented** for 372 Fitchburg residents. The program implemented 3,994 CFLs, 1,572 aerators and showerheads and 1,644 feet of pipe wrapping that amounts to annual savings of 18.3 kW of electricity, 30,497 therms of gas and 3,043,804 gallons of water.

WATER

- **Annual Waterway Clean-Up** - covered Dunn's Marsh, Syene and McCoy Road, Nine Springs, Yarmouth Creek, Cannonball Path, Badger Trail, Lacy Heights Pond
- **RCC's Stream Sampling Subcommittee conducted monthly water sampling and analysis**
- **Stormwater identification and informational signage installed**
- **The Water and Sanitary Sewer Utilities** continued the toilet rebate program in 2012 to encourage replacement of high gallon per flush toilets with WaterSense-approved models to [promote water conservation](#)
- **UNPS Stormwater Grants received for [Valley View Pond](#) (\$100k), [Red Arrow Pond](#) (\$60k), [Nine Springs Creek Stormwater Master Plan](#) (\$75k)**
- **Stormwater Volume Control Study ([McGaw Neighborhood Catalytic Project](#))** completed to provide design guidance for matching predevelopment stay-on infiltration volume
- **Assisted DNR in Erosion Control/Stormwater Management field tour/training session**

WASTE

- **[Med-Drop Collection](#)** - Approximately 1, 100 lbs. of medication were collected from the Fitchburg Police Department's permanent MedDrop Box in 2012.
- **Updates approved for Chapter 41 – Solid Waste & Recycling Ordinance** including recycling requirements for electronics and oil filters. **[Construction and Demolition Reuse and Recycling \(CDRR\)](#)** requirements became effective July 1, 2012. 36 CDRR plans and 4 CDRR final reports received in 2012.
- **Household Curbside [Organics Collection Pilot](#) began April 2012** including ~300 households, City Hall, Community Center, and Library. Approved budget to extend current households through 2013 and add ~100 new households.
- **Fitchburg's [Recycling Guide](#) updated** – Plastic bags now approved for recycling.
- **Two Electronics Recycling and Shred Day Events** - Approximately 1600 electronics collected and 5 tons of paper shredded for recycling in spring and fall 2012.

LEGACY COMMUNITIES STRATEGY OPTIONS MATRIX

A copy of the Legacy Communities Strategy Options Matrix (Appendix 3 of the Legacy Communities Charter) is included as an attachment to this report for years 2011, 2012, 2013 and 2015. The baseline year (2011) was ~164 points. We estimated ~198 points in 2012. The goals for 2013 and 2015 are ~224 and ~250 points, respectively.

1000 Friends of Wisconsin

& Legacy Communities - a Green Tier Charter

C O W S center on wisconsin strategy
building a high speed economy in Wisconsin and beyond



City of Fitchburg 2011 Baseline*	City of Fitchburg 2012 Update*	City of Fitchburg 2013 Goal*	City of Fitchburg 2015 Goal*
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Field Value

Wisconsin Legacy Communities Strategy Options

(Last Revised 1-17-13 by Rick Eilertson)

The purpose of the strategy options matrix is to provide a broad list of best management practices that encompass several elements of sustainability including transportation, energy, land use, water, and waste. This list is not inclusive.

Prospective signatories should use the strategy options to gauge environmental performance and then use this baseline to strive for superior results.

Superior environmental performance may be achieved when municipalities use the strategy options to develop a sustainability plan that reduces their overall negative impact on the environment.

TRANSPORTATION DEMAND MANAGEMENT:

Transportation demand management strategies aim to reduce GHG emissions and VMT by influencing change in individual behavior. These strategies encourage walking, bicycling, and transit as modes of transportation within a community and seek to curb the number and length of trips by vehicle.

The numbers below are estimates made by Rick Eilertson and Ahna Bizjak as of 1-17-13.

Field	Value	City of Fitchburg 2011 Baseline*	City of Fitchburg 2012 Update*	City of Fitchburg 2013 Goal*	City of Fitchburg 2015 Goal*	
T R A N S P O R T	<u>Bicycle and Pedestrian Programs/Projects</u>					
	2	Require bike parking for all new non-residential and multifamily uses.	2	2	2	2
	1	Set standards for placement and number (as function of intensity of use) for bike parking spaces.	1	1	1	1
	3	Commuter bike routes identified and cleared.	3	3	3	3
	5 to 10	League of American Bicyclists certification. (Bronze 5, Silver 7, Platinum 10)	0	5	5	7
	3	Funded and operating SRTS program (or functional equivalent) covering at least 10 percent of students.	0	1	1	1
	1	Conduct annual survey of students' mode of transport to school.	0	0	0	0
	<u>Employer-Based Programs</u>					
	5	Require large employers seeking rezoning to set a price signal (cash-out or charge).	0	0	0	0
	5	Require large employers seeking rezoning to provide subsidized transit.	0	0	0	0
	5	Require large employers seeking rezoning to provide a TDM plan that would reduce trips by 20 percent over business as usual.	0	0	0	1
	<u>Traffic Volume</u>					
	3	Track VMT or traffic counts and report on efforts at reduction (including those on this list).	2	2	2	2
3	Eliminate parking minimums from non-residential districts.	0	0	0	0	
5	Set parking maximums at X per square feet for office and retail uses.	0	0	0	0	
5	Scheduled transit service at basic level (hour peak service within half-mile of 50 percent of addresses).	1	1	1	1	
10	Scheduled transit service at enhanced level (half-hour peak service within 75 percent of addresses).	2	2	2	2	

A T T I O N	TRANSPORTATION SYSTEM MANAGEMENT					
	Transportation system management strategies aim to reduce GHG emissions and VMT by improving the overall performance of a transportation system. These strategies improve existing infrastructure, introduce new technology, and plan for the future of the system.					
	<u>Preservation and Improvement</u>					
	3	Develop and fully fund comprehensive maintenance program for existing roads.	3	3	3	3
	1 to 5	Charge impact fees for new roads.	0	0	0	0
	5	Calculate lane-miles per capita for arterials and collectors, and show reductions	2	2	3	3
	5	Prepare a plan identifying disconnections in bike and pedestrian networks, prioritizing fixes and identifying potential funding sources for the most important projects.	3	4	5	5
	5	Any proposal to add lanes to a two-lane roadway shall be evaluated for a center turn lane, the preferred option over an expansion to four lanes.	0	0	0	3
	3	Identify four-lane roadways with fewer than 20,000 vehicles per day (AADT) and evaluate them for "road diets" with bike lanes or on-street parking	2	2	3	3
	<u>Electric Vehicles</u>					
	1	Allow NEVs on appropriate roadways.	1	1	1	1
	2	Provide public charging stations	1	2	2	2
	<u>Vehicle Idling</u>					
2	Ban idling (more than 5 minutes) with local government vehicles.	2	2	2	2	
5	Ban idling (more than 5 minutes) community-wide.	1	2	3	3	
L A N D U S	ZONING AND DEVELOPMENT					
	Zoning and development strategies work toward improving the overall environmental, economic, and social health of a community by promoting mixed-use and infill development, walkable neighborhoods, and an overall sustainable lifestyle.					
	<u>Infill Development</u>					
	5	Identify priority areas for infill development, including those eligible for brownfields funding.	5	5	5	5
	1	Create land bank to acquire and assemble priority infill sites	0	0	0	0
	1	Develop an inventory of known contaminated properties for reuse planning, with possible GIS application	0	1	1	1
	<u>Walkscore</u>					
	10	Measure Walkscore at 10 random residential addresses per Census tract, compute average, and improve upon overall score	0	5	10	10
	<u>Zoning</u>					
	5	Adopt traditional neighborhood design ordinance (If population is less than 12,500)	5	5	5	5
5	Zoning for office and retail districts permits floor-area ratio > 1, on average.	3	3	3	3	
8	Zoning for office and retail districts requires floor-area ratio > 1, on average.	0	0	0	0	
5	Zoning code includes mixed use districts	5	5	5	5	
8	Mixed-use language from Smart Code TBA.	8	8	8	8	

E	NATURAL RESOURCE MANAGEMENT					
	Natural resource management strategies seek to conserve, preserve, protect and promote a community's greenspace, wildlife, wetlands and waterways for this and future generations by promoting pervious surfaces and adequate setbacks.					
	<u>Canopy</u>					
	3	Adopt tree preservation ordinance per GTLC standards.	0	1	2	3
	4	Set a tree canopy goal and develop a management plan to achieve it	0	1	3	3
	2	Require trees to be planted in all new developments	2	2	2	2
	2	Certification as Tree City USA	2	2	2	2
	<u>Mowing => Vegetation Management</u>					
	2	Local government Public properties and rights of way mown or cleared only for safe sightlines and/or to remove invasive species.	1	1	1	1
	2	Create community policy and BMP guidelines on minimizing chemical use during vegetation management of public and private properties.	0	0	1	2
	<u>Water Protection</u>					
10	Establish 75-foot natural vegetation zone by surface water.	10	10	10	10	
5	Inventory wetlands and ensure no net annual loss.	2	3	3	3	
E N E R G Y	COMMUNITY ENERGY USE					
	Community energy use strategies encourage energy efficiency and the use of renewable fuels to reduce total energy consumption throughout the community					
	<u>Community Energy Use Policies</u>					
	6	Use PACE financing	0	0	0	0
	1	Watt meters available to the public	1	1	1	1
	10	Adopt Residential Energy Conservation Ordinance (time-of-sale certification and upgrades).	0	0	0	0
	<u>Measuring Community Energy Use</u>					
4	Work with local utilities to calculate total electricity and natural gas consumption annually, beginning with the fifth year before entering the program.	4	4	4	4	
1	State of Wisconsin Energy Independent (EI) Community designation.	1	1	1	1	
MUNICIPAL ENERGY USE						
Municipal energy use strategies encourage municipal employees to conserve energy, preserve the environment, and decrease greenhouse gas emissions from municipal facilities, services, and vehicle fleets.						
<u>Government Energy Use Policies</u>						
5	Include transportation energy/emissions as criterion in RFPs for purchases of goods over \$10,000.	0	0	0	0	
3	Develop list of lighting, HVAC and shell improvements to raise Energy Star Portfolio Manager or LEED EBO&M score	0	1	2	3	
3	Reduce motor fuels use for non-transit activities --	1	2	2	3	
6	Provide transit passes at 50 percent or more off the regular price and/or provide parking cash-out options for local government employees.	0	0	0	0	
5	Streetlights operate at 75 lumens/Watt or higher	5	5	5	5	
3	Stoplights are LED or functional equivalent	3	3	3	3	

5	Municipal electricity purchases are at least 5 percentage points higher in renewable content than the statewide renewable portfolio standard requires. Calculation may include self-generated power and purchased offsets.	3	3	3	5
<u>Measuring Government Energy Use</u>					
5	Complete EPA Energy Star Portfolio Manager spreadsheet for government energy use. Or score existing buildings with LEED EBO&M.	1	5	5	5
2	Calculate annual government fleet use of motor fuels, in gallons of petroleum and biofuels, beginning with the fifth year before entering the program.	1	2	2	2
10	All new and renovated municipal buildings must meet LEED Silver or greater.	5	5	5	10
WATER USE CONSERVATION					
Water Conservation strategy options set baselines and goals for water and energy performance in municipalities. They measure progress and promote water conservation by the government, business, and the community at-large.					
<u>Water Conservation</u>					
6	Track water and sewer use annually, beginning with fifth year before entering program, and develop plan for reductions.	6	6	6	6
4	Develop a water loss control plan with targets below the 15% required by the state and include a system-wide water audit implementation and time table	4	4	4	4
2	Join EPA's WaterSense Program for water utilities or the Groundwater Guardian Green Sites program and promote them to local business.	2	2	2	2
6	Use block rates and flat rates to encourage water conservation among residential, commercial, and industrial users.	5	5	5	5
1	Financial assistance for sewer lateral replacements.	0	0	0	0
2 to 6	Upgrade water utility equipment (e.g., variable frequency drive motors) to achieve energy efficiency.	6	6	6	6
3	Infiltration and inflow reduction by 10%	3	3	3	3
5	Wastewater biogas captured and used in operations.	3	3	3	3
5	Plan for replacing all toilets using > 1.6 gpf and annual progress sufficient to reach 90 percent replacement in 10 years.	3	3	5	5
<u>Local Government Use</u>					
2	Install waterless urinals in men's restrooms at municipal facilities (city hall, parks, etc.)	0	0	1	1
3	All outdoor watering by local government, excluding parks and golf courses, from rain collection.	2	3	3	3
4	Develop a water efficiency and conservation plan for municipal buildings	0	0	2	4
STORMWATER MANAGEMENT					
Stormwater Management strategy options encourage the use of best management practices to achieve a reduction in the amount of harmful pollutants introduced to our streams, rivers, and lakes.					
3	Develop a regular street sweeping program to reduce total suspended solids	3	3	3	3
3	Stormwater utility fees offer credits for best management practices such as rain barrels, rain gardens, and pervious paving	3	3	3	3
2	Inventory all paved surfaces (e.g., by GIS mapping), and develop a plan for reduction	2	2	2	2
2	Work with commercial or light industrial businesses to develop stormwater pollution plans	0	1	2	2
WATER AND DEVELOPMENT					
Water and Development strategy options link water conservation and the preservation of land, wetlands, and wildlife habitat while promoting compact development, restoration and rehabilitation efforts, and long-term planning.					
<u>Land Development</u>					

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5	Identify key green infrastructure areas during plan development and/or implement a plan to acquire and protect key green infrastructure areas	5	5	5	5
<u>Waters, Wetlands, and Wildlife</u>					
1 to 6	Replace concrete channels with re-meandered and naturalized creeks, wetlands, or swales	2	3	4	5
3	Develop a system for identifying culverts that obstruct fish migration and install fish friendly culverts where needed	1	1	3	3
4	Provide incentives for protection of green infrastructure, sensitive areas, important wildlife habitat, or for the restoration or rehabilitation of wetlands or other degraded habitats such as credit towards open space or set-aside requirements	2	3	4	4
WASTE MANAGEMENT AND REDUCTION					
Waste Management and Reduction strategy options encourage municipalities and their citizens to divert organics and recyclables from landfills and properly dispose of hazardous materials in an effort to reduce waste in a community.					
3	Community waste stream monitored at least annually . Waste reduction plan prepared and updated annually	3	3	3	3
4	Waste and materials management plan based on "zero-waste" principles, with specific goals, prepared and updated annually	2	3	3	4
3	Construction/deconstruction waste recycling ordinance	2	3	3	3
3	Mandatory residential curbside recycling pickup that covers paper, metal cans, glass and plastic bottles	3	3	3	3
5	Develop a municipal collection program that encourages the diversion of food discards, yard materials, and other organics from landfills to composting or anaerobic digestion with energy recovery	2	4	4	5
3	Develop and promote programs that dispose of household hazardous, medical, and electronic waste	3	3	3	3
4	Use anaerobic digesters to process organic waste and produce energy	0	0	0	4
3	Implement municipal ordinances requiring manufacturer takeback for fluorescent bulbs, thermostats and other mercury-containing devices	0	0	1	1
2	Ordinances in place to reduce the usage of phone books as well as single-use shopping bags, styrofoam food containers and other disposable packaging	0	1	2	2
2	Pay-as-you-throw system implemented by municipality or required of private waste haulers	2	2	2	2
1	Use public education and outreach to promote recycling, backyard composting, product re-use and waste reduction	1	1	1	1
325		164	198	224	250
		50%	61%	69%	77%